

How To:  
**Start  
And Run  
Your Own  
Business**



**DODGE CITY COMMUNITY COLLEGE  
CENTER FOR BUSINESS AND INDUSTRY**

# Self-Employment Training Program

**ORIENTATION TO ENTREPRENEURIAL DEVELOPMENT** stresses both the conceptual and procedural knowledge required to identify, recruit and assist potential entrepreneurs.

**RECRUITMENT** provides guidance in recruiting potential candidates for Self-Employment.

**TOPICS OUTLINE PROCESSING** inquiries, eligibility screening, and preliminary assessment.

**ASSESSMENT AND SELECTION/ENROLLMENT** covers the basics of screening potential participants and processing those selected for participation.

**BUSINESS SKILLS DEVELOPMENT** provides an overview of the basic subject matter relevant to starting and operating a small business.

**BUSINESS PLANNING** provides an overview of the business planning process. Participants learn how to use the business plan to obtain financing.

**BUSINESS START-UP AND EXECUTION** teaches the trainer how to analyze the needs of the new business owner and how to assemble all needed resources to get the business started.

**FINANCIAL MANAGEMENT** presents the fundamentals of financial analysis and projections. Topics include capital needs analysis, break-even analysis, sources of capital, forecasting and financial statements. The principles of bookkeeping and accounting are also discussed.

**MONITORING AND PROBLEM SOLVING** focuses on tracking the progress of the entrepreneur through all phases of the program.

**Sales and Personal Selling**

**Accounting and Bookkeeping**

**Facilities and Equipment**

**Marketing and Advertising**

**Money Management**

**Production Manual**

**Organization and Management**

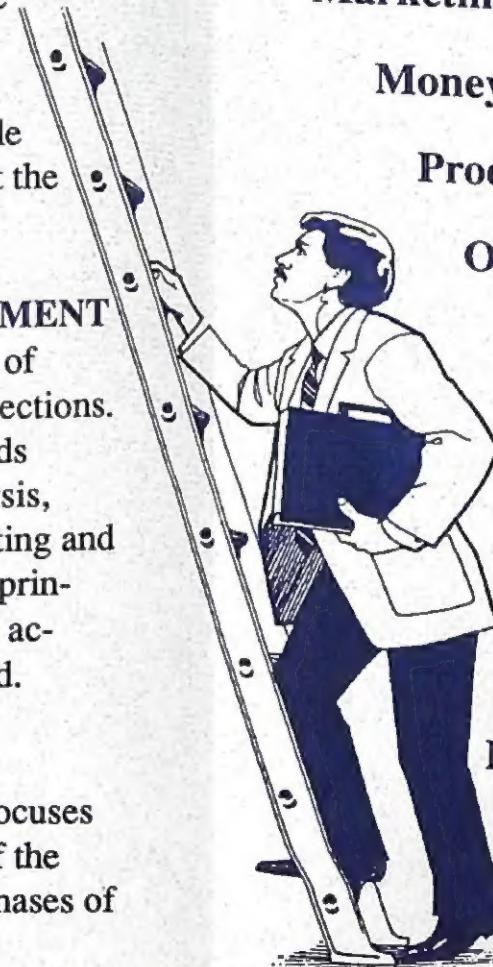
**Developing the Business Plan**

**Capital Search**

**Pre-Business Start-Up**

**Business Start-Up**

**Business Monitoring and Problem Solving**





In every community there are potential entrepreneurs - people with ideas who could make a substantial contribution to the economic health of the area.

The *Self Employment Training Program* is designed to give would-be entrepreneurs the tools to succeed, and avoid one of the pitfalls of starting a new business: **the notion is that a good idea will sell itself... it never does.** You have to know how to write a business plan, how to market your idea, how to hire people and how to plan ahead. That's what this plan teaches you.

For information, contact the  
**DODGE CITY COMMUNITY COLLEGE  
CENTER FOR BUSINESS AND INDUSTRY**

**(316) 227-9295**  
or toll free in Kansas  
**1-800-742-9519 ext. 295**

or write:  
**DCCC Center for Business and Industry**  
**2501 North 14th Avenue**  
**Dodge City, Kansas 67801**



## **Self Employment Training Program Class Schedule**

All classes will be on Monday and Wednesday evenings, 6:30 to 10:30 p.m., in the Cong Room, except Facilities and Equipment, which will be on Tuesday evenings.

**Orientation and Assessment**  
2 credit hours, September 9 to October 2, 1991

**Accounting and Bookkeeping**  
1 credit hour, October 7 to October 17, 1991

**Facilities and Equipment**  
1 credit hour, October 8, 15, 22, 29

**Money Management**  
1 credit hour, October 21 to October 30, 1991

**Organization and Management**  
1 credit hour, November 4 to November 13, 1991

**Writing a Business Plan**  
2 credit hours, November 18 to December 16, 1991

**For more information  
or to enroll call  
316-225-1321, ext. 295.**